

# The Missouri Quality Award



The Missouri Quality Award is a cooperative business, academic, labor, and government initiative designed to promote quality awareness throughout the state. Awards are presented annually to recognize Missouri organizations that excel in applying quality principles.

Awards will be presented at a special ceremony hosted by the Governor as part of the annual Missouri Quality Conference held in the fall of each year. Awards may be given in each of five eligibility categories.

- Manufacturing
- Service
- Education
- Public Sector
- Health Care

Award recipients may publicize and advertise receipt of the Award, and are expected to share information about their successful quality strategies with other Missouri organizations.

The Award, designed by Maritz in Fenton, Missouri and manufactured by Bresnahan in St. Louis, Missouri, is a clear acrylic column on a solid cherry wood base standing 15 inches high. A hand cut, solid brass Missouri Quality Award logo is captured within the acrylic column. The Award Recipient's name is engraved on a solid brass plate set on the base.

The Missouri Quality Award was created by Executive Order 92-15, signed by Governor John Ashcroft on June 29, 1992, and effective July 1, 1992. The Award Program seeks to carry out the objectives of the Executive Order and led to the creation of a new public-private partnership. Principal support for the program comes from the Excellence in Missouri Foundation.

**WHEREAS**, the leadership of the United States in the quality of products and services is being challenged strongly by foreign competition; and

**WHEREAS**, quality is recognized worldwide as a major competitive factor; and

**WHEREAS**, we in Missouri believe that quality of our products and services is essential to the future well-being and success of all Missourians; and

**WHEREAS**, Missouri businesses must produce quality products and provide services if they are to be successful; and

**WHEREAS**, Missouri educational institutions must provide quality instruction if they are to produce top-notch graduates; and

**WHEREAS**, Missouri government agencies must place emphasis on quality if they are to deliver effective and efficient service; and

**WHEREAS**, we in Missouri want to encourage Missouri business organizations, educational institutions, and government agencies to pursue total quality in all they do,

**NOW THEREFORE, I, JOHN ASHCROFT, GOVERNOR OF THE STATE OF MISSOURI**, by virtue of the authority vested in me by the Constitution and laws of Missouri, hereby create and establish the Missouri Quality Award.

The Missouri Quality Award will be administered by the Excellence in Missouri Foundation, a privately funded, not-for-profit organization. It will be the goal of this organization and The Award Program to promote quality in business, education, and government throughout Missouri.

The Missouri Quality Award will be patterned after the Malcolm Baldrige National Quality Award and will recognize the achievements of those organizations which implement a total quality philosophy and improve the quality of their products and services, thereby providing an example for others to follow. It will lead to the continuous improvement of quality, customer satisfaction, and global competitiveness of Missouri organizations by educating Missourians about quality improvement, fostering the pursuit of quality in all aspects of Missouri life, and recognizing excellence in quality leadership. This executive order shall be effective July 1, 1992.

## Introduction

The Missouri Quality Award is an annual Award to recognize Missouri organizations that excel in quality management and quality achievement. The Award is open to Missouri-based organizations, including both "for profit" and "not-for-profit" groups. In addition to the recognition value of the Award, it also provides the tools and techniques for internal self-assessment and quality improvement for any organization.

## Objectives

The objectives of the Missouri Quality Award are to promote continuous performance improvement, customer satisfaction, and global competitiveness of Missouri organizations by:

- Creating awareness of the value of quality;
- Educating all Missourians about quality improvement;
- Motivating Missourians to pursue quality; and
- Recognizing excellence in quality leadership.

## Award Participation

The Award has five eligibility categories:

- Manufacturing
- Service
- Education
- Public Sector
- Health Care

Within each eligibility category, Awards may be presented in the following size classes:

- Small - less than 100 employees
- Medium - 100-499 employees
- Large - 500 employees or more

Award recipients may publicize and advertise their awards. In addition, recipients are expected to share information about their successful quality improvement strategies with other Missouri organizations.

## The Award Examination

The Award Examination is based upon quality excellence criteria created through a public-private partnership. In responding to these criteria, each applicant is expected to provide information and data on the organization's quality processes and quality improvement results. Information and data submitted must be adequate to demonstrate that the applicant's approaches could be replicated or adapted by other organizations.

The Award Examination is designed not only to serve as a reliable basis for making Awards, but also to permit a diagnosis of each applicant's overall quality management.

## The Application Package

A complete Application Package consists of several components. Detailed information and the necessary forms are contained in this document. The objective of the Application Package is to provide sufficient information on management of products and services and results of improvement processes to permit a rigorous evaluation by the Board of Examiners. The application package consists of: an approved Eligibility Determination Form, with a listing of applicant sites; a completed Application Form; a Business Overview, addressing the applicant's key operational factors; and the Application Report, responding to all Award Examination Criteria.

## Application Review

Applications are reviewed and evaluated by members of the Board of Examiners in a four-stage process:

*Stage 1* - Independent review and evaluation by at least five members of the Board

*Stage 2* - Consensus review and evaluation for applications that score well in Stage 1

*Stage 3* - Site visits to applicants that score well in Stage 2

*Stage 4* - Judges' review and recommendations.

Board members are assigned to applications taking into account the nature of the applicant's operation and the expertise of the Examiners. Assignments are made in accord with strict rules regarding conflict of interest. Applications are reviewed without funding from the state government. Review expenses are paid primarily through application fees; partial support for the review is provided by the Excellence in Missouri Foundation.

## Feedback to Applicants

All applicants receive feedback reports at the conclusion of the review process. The feedback is based upon the applicant's responses to the Award Criteria.

## Non-Disclosure

Applicant names, commentary, and scoring information developed during the review are kept strictly confidential. Such information is available only to those individuals directly involved in the examination and only on those applications to which they are assigned.